

TABLE D6. Summary of Comments for "Does Not Matter" Selection, by District*

	<u>Number of reasons given for each carton selection</u>			
	<u>N.Central</u>	<u>North</u>	<u>Central</u>	<u>Southeast</u>
Open and check anyway	17	5	12	22
Do not store in carton	8	5	4	12
Always bag eggs separately	1	--	--	--
As long as eggs are protected	4	7	15	25
Do not care	1	3	5	2
Discard carton	--	2	--	--
Buy eggs, not carton	--	--	--	14
Other	1	1	--	4

*These comments did not fit any category for specific carton types, so are summarized in this manner.

TABLE D7. Summary of selected unsolicited comments, by question

- Q1. Four people were concerned with freshness or quality*; one said pimples on the egg were a sign of freshness; "nothing worse than a bad egg".
- Q3. "Then you could compare (eggs) to meat and cheese"; need for consumer information; cost per ounce.
- Q4. (#3 chosen) "for the past eight months"; (#1) "but high in cholesterol"; (#1) "but not that good for you in quantity"; "the price has gotten so high, I use as few as I can".
- Q5. Four of seven mentioned 0.5 dozen more convenient at times; (#2) "metric easier for rapid calculation".
- Q6. I think paper is healthier - do not like using styrofoam for foods; two said they never saw see-through; (see-through) sounds sexy; can not stand styrofoam - it makes my flesh crawl; (#1) use the carton for freezing broth left over from roasts, etc.; (cartons) should be safe to carry, not easily bent, should not require both hands...; (#4) least expensive and least wasteful material, maybe something returnable like Coke bottles; I don't eat eggs. I

- Q15. Three said they throw them out or give to pet; 2 said just cracks first; 2 complained to store; 5 checked before buying so they cracked them; 2 said it was their fault for not checking; 4 check before purchase; 2 said depends on how many or grade paid for.
- Q16. "It would be the same elsewhere...my responsibility to check...then I won't have any surprises unless I caused them"; 8 said always check before buy eggs; 12 said my fault, need to check closer; 7 said only if found cracks often; 9 said the bag boy broke them; 4 said they check so their fault; 5 said it happens everywhere.
- Q17. Aggravating to have to check eggs; bacterial contamination (of cracks) possible; 18 would change stores; 9 do or would check (more) carefully.
- Q18. Six never found stains; 2 would not buy or buy less eggs; 2 said it looks dirty or careless; bothers a great deal around Easter.
- Q19. "Never found this"; 3 would not buy the eggs; (#1) if around Easter; 3 said okay if not inside the shell; (#1) if frequently.
- Q20. A smooth shell means is fresh; a smooth shell means is not fresh; 3 said pimples indicate a fresh egg; 3 said only important at Easter; doesn't matter if not thin shell, shell clean, inside okay.
- Q21. Five never/seldom found blood spec; 4 would give egg to pet; one knew nothing wrong but would throw it out; bake with it; get sick; 3 would remove spot unless it smelled; call the manager; "I will not cook it (one with blood) for an infant or invalid"; bake with it.
- Q22. Three buy white eggs but prefer brown ones; use brown for baking.
- Q23. Four did not use the carton; eggs do not last long enough (to worry about it).
- Q24. Do not want old eggs; would not buy Grade B; 7 liked only Grade A eggs; never seen Grade B; 2 said only B's for baking.

- Q25. (#1) Three said definately; (#1) said I hope so/supposed to be; 3 said not always; 2 said they seem to be (better) but date often illegible on carton; I'm sure the USDA eggs are inspected but I think there is too much emphasis put on USDA inspection. It's such a great expense for the egg plants; 2 said it says that on the carton.
- Q26. Two said if not, why inspect them? It's costly; "(not necessarily) but people will sell anything so I want my eggs inspected. I am picky about what I feed my family"; depends on source, USDA is supposedly a guarantee of quality - cleanliness and free of possible carcinogens; not usually. People would put themselves out of business real soon if they did not give the consumer a quality product even if it were not USDA inspected; 2 said farm eggs better and cost less; 20 said supposed to be but not necessarily; 3 had not seen any not inspected.

General comments. - I have read that chickens are treated poorly to produce large amounts of eggs. Like made to believe that it is daytime always and they always produce. I'm sure that this is not healthy. Not only is this inhumane, but it also makes poorer quality eggs. Therefore, people who raise chickens, on farms & such, who don't mass produce, probably have better quality eggs. I would rather pay a higher price to have our animals treated fairly & our food more natural; I love eggs!; Eat eggs every day; I consider eggs important to having a well balanced diet; especially breakfasts! I think eggs are a well priced food item; you really get a great number of meals out of a "dozen of eggs" including all the recipes calling for eggs. I myself and my husband (no children) eat a breakfast that consists of eggs, one form or another, every morning. Enjoyed your survey, very interesting; Your survey was very interesting. There were many questions that I had never given much thought; I am really enthused over taking your survey. I now realize a great need to notice the condition of the eggs I buy. Please rush me my cookbook as I am very much looking forward to receiving it. Thank you.; Concern about chemicals fed to hens and purity of eggs; dislike pale yolks of store eggs; Eggs are one of the most convenient foods I buy, for there are so many uses. I do not like to buy eggs out in the stores on display. Prefer them to be in refrigerator

cases; "Why is this? I buy large eggs on sale 'sometimes' and they are always small eggs. But on the carton they are large eggs. That's what the carton says"; Everyone enjoys opening the refrigerator and seeing (nice clean uncracked eggs) I always look at the eggs before buying them; I think eggs should be bagged separately in the stores; I often buy checks at the egg house . . . in order to get special prices. I appreciate the availability of these; I enjoy seeing progress and concern in my community; Freshness is the most important thing . . . I do not know at what point an egg should not be used so I prefer perfection; My family eats a lot of eggs and we enjoy a lot of different ways to serve them. Are most of our eggs inspected by USDA? What does this mean to me as a consumer?; Would like to learn more about eggs, some of the points you brought up are worth learning about. To me, eggs are a necessary food and are kept in the house at all times. Only when the price is real high (last year) did we do without them; I am presently on a diet, and I find that eating eggs helps a lot. They are filling and are low in calories; How are eggs sized? As a child, we raised chickens & sold eggs. "Large" seemed larger then. Is the sizing uniform from state to state?; I think it was nice to see that 4-H Club is continuing to do such things as this, because when I was in school, we did almost the same thing; I buy my eggs from a Purina Dealer who owns a chicken farm. Grade A large eggs in the grocery store don't seem as "large" as they once were. I prefer a larger egg for baking purposes. Seldom do I see these at the grocery store; Sometimes I buy the large eggs in the carton but they are mixed, large and medium size. Some stores sell medium for large, please correct that; ...I can't take blood spots or a dirty egg. We like them fixed about everyway ...; Would like more information on how to get boiled eggs to peel better; Most of the time the eggs are cold storage eggs and are not as good as fresh eggs. The producers of eggs are not looking for quality of the product, only quantity; I have lived on a farm most of my 61 years. Have worked with chickens a few of those years. Eggs are a great source of food supply. Easy to prepare and can be used in several ways. Also to prepare delicious foods - the way they are handled and the layers taken care of has everything to do with the nutrition we get from them. Dr.'s say they cause cholesterol - probably true but any food eaten in

excess has some bad effect on the body. We just need to be more careful. Thank you for having this survey on eggs - hope some good comes from your hard work and will help the people of Georgia to have a more productive human relations with each other and healthier Georgians; I think there is too much government involved (USDA) in the eggs and production; for that matter, most everything. I personally would like the gov't. out of most all agriculture related products; Stress proper printing on cartons for last date to sell, or whatever. Some merchants will answer falsely, ink often smeared and printing is not legible; I read the Market Bulletin on how to know freshness of eggs and it is if they have pimples. That is what I look for when buying eggs, so I go through all the cartons - I enjoyed this little quiz; I would like the option of being able to buy "yard" eggs in grocery stores. I often drive out into the country to buy these eggs. Also, I resent the prices charged by the health food stores for "fertile" or "yard" eggs. Thanks!; Lots of eggs are not as fresh as I'd like - not bad, but just old; I buy eggs from the store only when local yard eggs are unavailable. I do not approve of the inhumane way in which laying hens are kept. The cages are too small. I have seen houses that were poorly kept. I have seen chickens frozen to their cages where the waterers backed up and leaked on them; I am very in all aspects of agriculture but an egg producing "chicken house" was recently constructed near our home. My attitude to commercially produced (as opposed to home produced) eggs has changed. I know that to meet the food needs of this county high production out of an operation is vital. But I feel there should be some regulations on the operators of these houses. After talking with the State and Federal government, I find that producers have a "free hand" to dispose of the waste and dead birds as they please. And a lot of birds do die under the conditions which they are kept. I was glad to participate in this survey but I feel someone should study these other stages in the production of eggs, not just the packaging and pricing! Thank you!; I hate to pay the price for large eggs, when I look them over, they are small and also when they are not all white shell but the eggs are mixed colors. Thank you.; ...lower the price and quantity. Eggs are not that good for your health and don't keep that long; The young lady was very helpful and polite, well

groomed and quiet. The gentleman who is in charge was very professional. Mrs. Stevens was also very helpful. Thank you.; If I buy eggs that are broken or cracked or rotten, I don't go to another store. I just take them back and let the store manager see what he is selling!; To my knowledge, Grade A is no different from Grade B and it matters a little whether the eggs are USDA inspected but not a whole lot, because most of the time fresh eggs are just as good and cheaper. The eggs that are being sold in stores are just too high to buy. As the price of eggs go up, people are changing to buying farm eggs that are a whole lot cheaper. But yet and still this survey was a very good idea and I hope there are people all over responding to this; Why do eggs go up so high sometimes? I have paid as high as \$1.39/dozen but try not to buy any more than I had to when they went up. I almost stopped using them. I love eggs and all my family does, if they are Grade A; The students who handed out these surveys at the Pennsylvania St. M&M were very nice; The 4-H club program is worthwhile; any money and time is well spent!; The incredible eatable egg!; We always buy small eggs in 2 1/2 dozen trays because small eggs are better for you and...cheaper, but harder to find around at the supermarket; Colors of the egg containers do not determine my taste in buying. Sizes and the prices do. By including recipes in/on the egg boxes will raise the price. Attractive color can make good impression on the first sight (especially women). Good and neat eggs will sell more than the others; Very polite young men doing the survey; I believe that poultry farmers should get more money for their eggs and cut the distributors' profit. I worked picking eggs for my uncle for a couple of years and I know from experience that they don't make anything that they should!!!!; I would like to see a date put on eggs as long as they will stay good - this would mean a lot to me - because they just keep stacking eggs on top of others at the stores and I am never sure if they are fresh as they should be; Yolk recipes would be greatly appreciated; I want to use eggs of the highest quality and the stores I patronize seem to carry such eggs, like all other food products, esp. milk, eggs, and meat, must be quality to entice consumers to purchase them and I believe producers strive to offer this kind of produce - otherwise, why this study?; I'm finding eggs becoming more often a

lunch or supertime meal. Rarely do I fix eggs for breakfast. At least once a week, we have eggs for supper and frequently we have french toast for lunch.



APPENDIX E

Data Tables discussed in the text. The Q_, D_ indicate the opinion and demographic question discussed in that table. The level of probability is given as ($P \leq 0.x$) after the title for each question.

=====

Table 1. Q1, D1. Do you buy eggs mostly based on:
($P \leq 0.004$)

	<u>Male</u>	<u>Female</u>
Size	58.00%	57.70%
Color carton	1.93	0.50
Producer	3.47	2.40
Price difference	23.51	27.04
Only price	<u>13.10</u>	<u>12.36</u>
Total observations(obs.)	519	2,208

=====

Table 2. Q2, D1. Would you rather buy eggs priced by:
($P \leq 0.004$).

	<u>Male</u>	<u>Female</u>
Dozen	85.82%	89.42%
Pound	7.09	3.82
No opinion	<u>7.09</u>	<u>6.76</u>
Total obs.	536	2,306

=====

Table 3. Q4, D1. Compared to other sources of protein
(such as meat or milk), eggs are: ($P \leq 0.006$).

	<u>Male</u>	<u>Female</u>
Less expensive	65.68%	69.90%
About the same	16.33	16.09
More expensive	5.01	2.38
Do not know	<u>12.99</u>	<u>11.63</u>
Total obs.	539	2,312

=====

Table 4. Q5, D1. What size carton would be most convenient for you? ($P \leq 0.04$).

	<u>Male</u>	<u>Female</u>
0.5 dozen	10.04%	8.10%
10 eggs	3.35	1.74
1 dozen	65.43	64.16
1.5 dozen	6.69	8.23
2.0 dozen	8.18	9.89
2.5 dozen	<u>6.32</u>	<u>7.88</u>
Total obs.	538	2,296

=====

Table 5. Q8, D1. When you see broken eggs in open cartons or in the egg display area, does it make you want to buy eggs from another store? ($P \leq 0.01$).

	<u>Male</u>	<u>Female</u>
Yes	44.38%	40.49%
No	42.13	48.91
Does not matter	<u>13.48</u>	<u>10.59</u>
Total obs.	534	2,304

=====

Table 6. Q9, D1. When you see several open cartons in the egg display area, does it make you want to buy eggs in another store? ($P \leq 0.002$).

	<u>Male</u>	<u>Female</u>
Yes	43.15%	37.03%
No	40.34	48.67
Does not matter	<u>16.51</u>	<u>14.30</u>
Total obs.	533	2,293

=====

Table 7. Q10, D1. It is helpful to have recipes printed inside the carton top? ($P \leq 0.014$).

	<u>Male</u>	<u>Female</u>
Yes	41.32%	47.75%
No	30.19	24.99
Does not matter	<u>28.49</u>	<u>27.26</u>
Total obs.	530	2,293

=====

Table 8. Q11, D1. It is helpful to have loose recipes placed inside the carton? ($P \leq 0.061$).

	<u>Male</u>	<u>Female</u>
Yes	35.46%	40.85%
No	32.65	28.88
Does not matter	<u>31.89</u>	<u>30.27</u>
Total obs.	533	2,296

=====

Table 9. Q12, D1. Would you like recipes included in the egg display area? ($P \leq 0.0001$).

	<u>Male</u>	<u>Female</u>
Yes	42.16%	53.33%
No	20.42	13.02
Does not matter	<u>37.43</u>	<u>33.65</u>
Total obs.	529	2,297

=====

Table 10. Q13, D1. Which do you prefer? ($P \leq 0.0001$).

	<u>Male</u>	<u>Female</u>
Printed	26.28%	25.84%
Loose	27.03	34.90
Case Display	14.37	19.98
Do not use	<u>32.33</u>	<u>19.27</u>
Total obs.	529	2,252

=====

Table 11. Q14, D1. Do you check for cracked eggs before buying them? ($P \leq 0.0001$)

	<u>Male</u>	<u>Female</u>
Yes	84.83%	93.26%
No	8.43	2.61
Sometimes	<u>6.74</u>	<u>4.13</u>
Total obs.	534	2,298

=====

Table 12. Q15, D1. How much does finding cracked eggs after you get home bother you? ($P \leq 0.0001$)

	<u>Male</u>	<u>Female</u>
A great deal	48.03%	57.17%
Some	24.20	24.63
A Little	16.89	13.86
None	<u>10.88</u>	<u>4.34</u>
Total obs.	533	2,302

=====

Table 13. Q16, D1. Would finding cracked eggs after purchase make you want to buy eggs elsewhere the next time? ($P \leq 0.0001$).

	<u>Male</u>	<u>Female</u>
Yes	39.17%	31.00%
No	44.44	49.02
Sometimes	<u>16.38</u>	<u>19.98</u>
Total obs.	531	2,297

=====

Table 14. Q19, D1. How much does finding large (the size of a dime) discolored or stained areas on the egg bother you? ($P \leq 0.005$).

	<u>Male</u>	<u>Female</u>
A great deal	40.00%	47.49%
Some	27.85	25.78
A little	17.01	15.77
None	<u>15.14</u>	<u>10.97</u>
Total obs.	535	2,289

=====

Table 15. Q21, D1. What do you do when you find a blood spec in an egg? Do you: . . . ($P \leq 0.0001$).

	<u>Male</u>	<u>Female</u>
Throw the egg out	55.74%	56.58%
Remove the spot	29.94	36.94
Nothing	<u>14.31</u>	<u>6.47</u>
Total obs.	531	2,271

=====

Table 16. Q23, D1. Does keeping eggs in their original carton help maintain their freshness? ($P \leq 0.0005$).

	<u>Male</u>	<u>Female</u>
Yes	38.01%	34.01%
No	19.48	14.48
No difference	15.73	16.57
Do not know	<u>26.78</u>	<u>34.93</u>
Total obs.	534	2,299

=====

Table 17. Q25, D1. Are the eggs you usually buy USDA inspected? ($P \leq 0.0026$).

	<u>Male</u>	<u>Female</u>
Yes	77.63%	82.60%
No	4.89	2.45
Do not know	<u>17.48</u>	<u>14.94</u>
Total obs.	532	2,282

=====

Table 18. Q26, D1. Are USDA inspected eggs of better quality than those not inspected by the USDA? ($P \leq 0.0001$).

	<u>Male</u>	<u>Female</u>
Better	37.94%	36.75%
No difference	21.50	13.79
Worse	2.62	0.70
Do not know	<u>37.94</u>	<u>48.76</u>
Total obs.	535	2,291

Table 19. Q13, D2. Which do you prefer? $P \leq 0.0001$.

Recipe form	Marital Status			
	Single	Married	Widowed	Divorced
Recipes printed	36.95%	22.92%	27.46%	28.80%
Recipes loose	28.18	34.38	34.72	33.15
As a case display	14.78	20.39	17.10	15.76
Do not use recipes	20.09	22.31	20.73	22.28
Total obs.	433	1,972	193	184

Table 20. Q5, D6. What size carton would be most convenient for you? ($P \leq 0.0001$).

Carton Size	Total family size								
	1	2	3	4	5	6	7	8	9+
0.5 doz.	22.53%	10.35%	7.77%	3.13%	1.79%	2.24%	2.44%	11.36%	12.73%
10 eggs	1.85	2.55	2.84	1.48	1.43	2.24	0	0	0
1 doz.	65.12	72.04	63.83	62.34	59.29	58.21	41.46	50.00	50.91
1.5 doz.	2.78	4.84	11.17	11.02	9.29	10.45	9.76	6.82	5.45
2.0 doz.	5.25	5.91	9.09	12.50	15.36	11.94	21.95	13.64	12.73
2.5 doz.	2.47	4.30	5.30	9.54	12.86	14.93	24.39	18.18	18.18
Total obs.	324	744	528	608	280	134	41	44	55

Table 21. Q13, D6. Which do you prefer? ($P \leq 0.0005$).

Recipe form	Total family size								
	1	2	3	4	5	6	7	8	9+
Printed in	27.53%	22.10%	25.72%	24.16%	31.29%	28.13%	23.08%	15.56%	43.40%
Loose in	33.54	34.79	33.21	33.89	33.45	36.72	41.03	31.11	16.98
Display	12.34	17.87	19.00	22.48	20.50	15.63	15.38	24.44	22.64
Do not use	26.58	25.24	22.07	19.46	14.75	19.53	20.51	28.89	16.98
Total obs.	316	733	521	596	278	128	39	45	53

Table 22. Q2, D7. Would you rather buy eggs priced by:
($P \leq 0.0001$).

Item	AGE					
	17-25	26-35	36-45	46-55	56-65	Over 65
The dozen	81.84%	88.76%	88.51%	91.18%	92.44%	93.04%
The pound	7.14	3.70	5.50	2.94	3.36	2.56
No opinion	11.02	7.54	5.99	5.88	4.20	4.40
Total obs.	490	703	618	374	357	273

Table 23. Q3, D7. Would having the price per pound stated along
with the price per dozen help you? ($P \leq 0.0001$).

Item	AGE					
	17-25	26-35	36-45	46-55	56-65	Over 65
Yes	48.47%	38.61%	37.22%	27.27%	26.59%	31.11%
No	33.95	41.73	46.12	55.35	59.28	54.44
No opinion	17.59	19.66	16.67	17.38	14.13	14.44
Total obs.	489	707	618	374	361	270

Table 24. Q5, D7. What size carton would be most convenient for you? ($P \leq 0.0001$).

Item	AGE					
	17-25	26-35	36-45	46-55	56-65	Over 65
0.5 doz.	12.47%	10.11%	6.66%	6.74%	6.16%	6.96%
10 eggs	2.25	2.14	1.95	2.16	1.96	1.10
1 doz.	55.62	53.42	63.31	73.05	75.35	85.35
1.5 doz.	9.00	11.25	9.58	5.66	4.20	1.83
2.0 doz.	11.86	12.68	10.71	7.01	6.72	2.20
2.5 doz.	8.79	10.40	7.79	5.39	5.60	2.56
Total obs.	489	702	616	371	357	273

Table 25. Demographic 6 (total family size) by demographic 7 (age). ($P \leq 0.0001$).

Family size	Age					
	17-25	26-35	36-45	46-55	56-65	>65
1	16.63	8.86	3.74	8.67	12.61	34.10
2	26.52	17.71	12.52	34.42	49.86	46.36
(total 1 & 2)	(43.15)	(26.57)	(16.26)	(43.09)	(62.47)	(80.46)
3	20.22	21.29	18.54	20.87	17.37	9.96
4	16.85	31.29	35.45	14.36	8.68	4.60
5	8.99	13.43	16.10	8.40	3.92	1.53
6	4.27	3.86	8.46	4.88	3.08	1.53
7	1.35	1.86	1.46	1.90	0.28	0.77
8	1.80	1.14	1.79	3.25	1.40	0.38
9+	3.37	0.57	1.95	3.25	2.80	0.77
Total	445	700	615	369	357	261

Table 26. Q13, D7. Which do you prefer? ($P \leq 0.0001$).

Item	Age					
	17-25	26-35	36-45	46-55	56-65	Over 65
Printed in carton	38.19%	28.51%	23.88%	18.01%	17.14%	22.14%
Loose in carton	28.54	33.43	33.17	34.35	38.57	33.21
As a case display	17.25	20.41	21.89	20.78	18.29	12.21
Do not use	<u>16.02</u>	<u>17.66</u>	<u>21.06</u>	<u>26.87</u>	<u>26.00</u>	<u>32.44</u>
Total obs.	487	691	603	361	350	262

Table 27. Q13, D8. Which do you prefer? ($P \leq 0.0001$).

Item	Level of Education						
	Grade School	Some H.Sch.	H.Sch. Grad.	Tech School	Some College	College Grad	Post Grad.
Recipes printed in	36.67%	35.74%	25.18%	27.69%	26.20%	21.73%	12.50%
Recipes loose	21.67	31.62	33.61	29.23	35.83	34.11	36.64
As a case display	15.83	17.18	20.34	20.77	18.36	17.76	21.12
Do not use	<u>25.83</u>	<u>15.46</u>	<u>20.86</u>	<u>22.31</u>	<u>19.61</u>	<u>26.40</u>	<u>29.74</u>
Total obs.	<u>120</u>	<u>291</u>	<u>949</u>	<u>130</u>	<u>561</u>	<u>428</u>	<u>232</u>
Total	1360			1351			

Table 28. Q21, D8. What do you do when you find a blood spec in an egg? Do you: (P<=0.0001).

Item	Level of Education						
	Grade School	Some H.Sch.	H.Sch. Grad.	Tech School	Some College	College Grad.	Post Grad.
Throw egg out	73.77%	65.31%	60.00%	57.69%	52.72%	49.53%	41.48%
Remove spec	21.31	30.27	34.06	34.62	37.08	39.30	45.41
Nothing	<u>4.92</u>	<u>4.42</u>	<u>5.94</u>	<u>7.69</u>	<u>10.19</u>	<u>11.16</u>	<u>13.10</u>
Total obs.	122	294	960	130	569	430	229

Table 29. Q5, D9. What size carton do you prefer? (P<=0.0001).

Item	Race			
	White	Black	Hispanic	Other
0.5 dozen	8.95%	6.48%	6.67%*	7.69%*
10 eggs	2.21	0.76*	13.33*	0*
1.0 dozen	66.35	55.24	66.67	79.49
1.5 dozen	8.34	6.67	3.33*	0*
2.0 dozen	7.78	17.71	10.00*	0*
2.5 dozen	<u>6.36</u>	<u>13.14</u>	<u>0*</u>	<u>12.82</u>
Total obs.	2,122	525	30	39

*Over 20% of cells have expected counts less than 5. Table is so sparse that chi-square may not be a valid test.

Table 30. Q13, D9. Which do you prefer? ($P \leq 0.0001$).

<u>Recipe form</u>	<u>Race</u>			
	<u>White</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Printed in carton	21.63%	42.41%	26.67%	23.08%
Loose in carton	34.10	28.60	43.33	35.90
As a case display	21.06	12.45	10.10	15.38
Do not use recipes	<u>23.21</u>	<u>16.45</u>	<u>20.00</u>	<u>25.64</u>
Total obs.	2,085	514	30	39

Table 31. Q21, D9. What do you do when you find a bloodspec in an egg? Do you: ($P \leq 0.0001$).

<u>Item</u>	<u>Race</u>			
	<u>White</u>	<u>Black</u>	<u>Hispanic</u>	<u>Other</u>
Throw egg out	52.52%	68.68%	53.33%	65.79%
Remove the spot	38.44	27.24	33.34	23.68
Nothing	<u>9.04</u>	<u>4.09</u>	<u>13.33</u>	<u>10.53</u>
Total obs.	2,102	514	30	38

Table 32. Q4, D10. Compared to other sources of protein (such as meat or milk), are eggs: (P<=0.0001).

Item	Family Income				
	\$7,000 or less	\$7,001- \$12,000	\$12,001- \$20,000	\$20,001- \$30,000	\$30,001- or more
Less expensive	52.77%	64.08%	70.61%	69.66%	78.03%
About the same	24.28	23.24	14.40	16.48	10.51
More expensive	5.43	3.87	4.73	2.43	1.21
Do not know	<u>18.12</u>	<u>8.80</u>	<u>10.26</u>	<u>11.42</u>	<u>10.24</u>
Total obs.	276	284	507	534	742

Table 33. Q5, D10. What size carton would be most convenient for you? (P<0.0001).

Item	Family Income				
	\$7,000 or less	\$7,001- \$12,000	\$12,001- \$20,000	\$20,001- \$30,000	\$30,001- or more
0.5 Dozen	7.22%	9.25%	8.53%	6.43%	9.93%
10 Eggs	1.44	1.78	1.79	2.08	3.13
One Dozen	60.65	62.28	63.29	64.27	65.17
1.5 Dozen	3.97	7.47	7.14	10.21	9.80
2.0 Dozen	11.19	10.32	10.12	9.83	7.48
2.5 Dozen flat	<u>15.52</u>	<u>8.90</u>	<u>9.13</u>	<u>7.18</u>	<u>4.49</u>
Total obs.	277	281	504	529	735

Table 34. Q22, Store. Which color egg do you prefer to buy? ($P \leq 0.0001$).

Item	Store Number*												
	1	2	3	4	5	6	7	8	9	10	11	12	13
White	60.9	49.0	47.8	46.4	46.7	58.0	46.7	61.1	59.1	42.0	46.5	47.5	47.3
Brown	6.5	25.2	9.0	20.0	23.3	16.1	23.7	14.9	23.6	18.3	8.9	19.2	15.9
No pref.	<u>32.6</u>	<u>25.8</u>	<u>43.3</u>	<u>33.6</u>	<u>30.0</u>	<u>25.9</u>	<u>29.6</u>	<u>24.0</u>	<u>17.3</u>	<u>39.7</u>	<u>44.6</u>	<u>33.3</u>	<u>36.8</u>
Total obs.	46	151	67	110	60	81	152	175	110	519	101	885	408

* Store number corresponds to the store identified in Appendix A, part 2, Table A.

Table 35. Q5, District. What size carton would be most convenient for you? ($P \leq 0.0001$).

Item	District			
	Central	North	North Central	Southeast
0.5 dozen	8.94%	12.02%	11.86%	6.80%
10 eggs	1.97	2.67	2.84	1.61
1.0 dozen	60.51	65.08	65.46	65.85
1.5 dozen	9.87	7.25	7.99	6.88
2.0 dozen	10.92	6.68	7.99	10.03
2.5 dozen	<u>7.78</u>	<u>6.30</u>	<u>3.87</u>	<u>8.84</u>
Total obs.	861	524	388	1,177

=====

Table 36. Q13, District. Which do you prefer? ($P \leq 0.001$).

	District			
	<u>Central</u>	<u>North</u>	<u>North Central</u>	<u>Southeast</u>
<u>Recipe form</u>				
Printed in carton	28.69%	27.55%	15.41%	27.06%
Loose in carton	32.14	31.60	38.38	33.33
As a case display	17.62	20.23	21.08	18.30
Do not use recipes	<u>21.55</u>	<u>20.62</u>	<u>25.14</u>	<u>21.31</u>
Total obs.	840	519	370	1,131

Table 37.. Q3, County. Would having the price per pound stated along with the price per dozen help you? (P<=0.0001).

	<u>FULTON</u>	<u>GWINNETT</u>	<u>ELBERT</u>	<u>BARROW</u>	<u>CLARKE</u>	<u>HOUSTON(W.R.)</u>
Yes	30.8%	28.6%	35.8%	29.0%	33.6%	30.9%
No	55.8	52.8	46.8	59.1	51.7	50.2
No opinion	<u>13.3</u>	<u>18.6</u>	<u>17.4</u>	<u>11.9</u>	<u>14.7</u>	<u>18.9</u>
Total obs.	120	269	218	193	116	249

	<u>HOUSTON(P.)</u>	<u>LAMAR</u>	<u>MCDUFFIE</u>	<u>RICHMOND</u>	<u>ATKINSON</u>
Yes	40.6%	29.2%	41.6%	42.0%	29.5%
No	46.9	52.1	41.6	41.6	47.5
No opinion	<u>12.5</u>	<u>18.8</u>	<u>16.9</u>	<u>16.4</u>	<u>23.0</u>
Total obs.	96	48	154	317	61

	<u>BACON</u>	<u>BRYAN</u>	<u>BULLOCH</u>	<u>CANDLER</u>	<u>CHATHAM</u>
Yes	35.4%	31.2%	41.2%	35.4%	49.0%
No	47.9	47.5	41.2	47.7	36.1
No opinion	<u>16.7</u>	<u>21.3</u>	<u>17.6</u>	<u>16.9</u>	<u>14.9</u>
Total obs.	48	61	131	65	363

	<u>GLYNN</u>	<u>LIBERTY</u>
Yes	30.3%	43.8%
No	45.2	39.4
No opinion	<u>24.5</u>	<u>16.8</u>
Total obs.	241	208

Table 38. Q6, County. Which type carton do you prefer? ($P \leq 0.0001$).

	<u>FULTON</u>	<u>GWINNETT</u>	<u>ELBERT</u>	<u>BARROW</u>	<u>CLARKE</u>	<u>HOUSTON(W,R.)</u>
Styrofoam	49.2%	41.4%	56.0%	53.9%	38.9%	38.7%
Paper	11.7	15.4	11.5	8.9	15.0	14.9
See-Through	15.0	12.0	11.9	10.5	16.8	10.9
Does not matter	<u>24.2</u>	<u>31.2</u>	<u>20.6</u>	<u>26.7</u>	<u>29.2</u>	<u>35.5</u>
Total obs.	120	266	218	191	113	248

	<u>HOUSTON(P.)</u>	<u>LAMAR</u>	<u>MCDUFFIE</u>	<u>RICHMOND</u>	<u>ATKINSON</u>
Styrofoam	39.8%	57.1%	53.3%	57.7%	50.8%
Paper	10.8	8.2	7.8	8.7	3.3
See-Through	16.1	12.2	13.6	11.9	16.4
Does not matter	<u>33.3</u>	<u>22.5</u>	<u>25.3</u>	<u>21.8</u>	<u>29.5</u>
Total obs.	93	49	154	312	61

	<u>BACON</u>	<u>BRYAN</u>	<u>BULLOCH</u>	<u>CANDLER</u>	<u>CHATHAM</u>
Styrofoam	43.8%	56.5%	59.9%	51.6%	61.0%
Paper	4.2	3.2	1.5	1.6	7.3
See-Through	16.7	11.3	7.6	23.4	10.2
Does not matter	<u>35.4</u>	<u>29.0</u>	<u>31.1</u>	<u>23.4</u>	<u>21.5</u>
Total obs.	48	62	132	64	354

	<u>GLYNN</u>	<u>LIBERTY</u>
Styrofoam	61.2%	53.9%
Paper	4.6	5.3
See-Through	9.1	12.5
Does not matter	<u>25.2</u>	<u>28.4</u>
Total obs.	242	208

Table 39. Q7, County. Does a neat and attractive egg display encourage you to buy eggs? (P<=0.0001).

	<u>FULTON</u>	<u>GWINNETT</u>	<u>ELBERT</u>	<u>BARROW</u>	<u>CLARKE</u>	<u>HOUSTON(W.R.)</u>
Yes	40.2%	42.8%	59.2%	52.4%	38.5%	47.6%
No	34.2	27.8	19.3	24.3	24.8	26.2
No opinion	<u>25.6</u>	<u>29.4</u>	<u>21.6</u>	<u>23.3</u>	<u>36.8</u>	<u>26.2</u>
Total obs.	117	255	218	189	117	248

	<u>HOUSTON(P.)</u>	<u>LAMAR</u>	<u>MCDUFFIE</u>	<u>RICHMOND</u>	<u>ATKINSON</u>
Yes	43.2%	55.1%	58.7%	52.1%	54.1%
No	29.5	22.5	22.6	21.2	21.3
No opinion	<u>27.4</u>	<u>22.5</u>	<u>18.7</u>	<u>26.7</u>	<u>24.6</u>
Total obs.	95	49	155	307	61

	<u>BACON</u>	<u>BRYAN</u>	<u>BULLOCH</u>	<u>CANDLER</u>	<u>CHATHAM</u>
Yes	47.8%	46.8%	58.9%	53.3%	63.6%
No	17.4	30.7	20.2	35.0	17.7
No opinion	<u>34.8</u>	<u>22.6</u>	<u>20.9</u>	<u>11.7</u>	<u>18.8</u>
Total obs.	46	62	129	60	357

	<u>GLYNN</u>	<u>LIBERTY</u>
Yes	54.8%	48.8%
No	19.1	20.0
No opinion	<u>26.1</u>	<u>31.2</u>
Total obs.	230	205

Table 40. Q13, County. Which do you prefer? ($P \leq 0.0001$).

	<u>FULTON</u>	<u>GWINNETT</u>	<u>ELBERT</u>	<u>BARROW</u>	<u>CLARKE</u>	<u>HOUSTON(W.R.)</u>
Printed	16.5%	14.9%	38.0%	21.4%	18.1%	18.4%
Loose	35.7	39.6	29.6	30.5	37.1	35.7
Case display	23.5	20.0	13.4	23.5	27.6	19.3
Do not use	<u>24.4</u>	<u>25.5</u>	<u>19.0</u>	<u>24.6</u>	<u>17.2</u>	<u>26.6</u>
Total obs.	115	255	216	187	116	244

	<u>HOUSTON(P.)</u>	<u>LAMAR</u>	<u>MCDUFFIE</u>	<u>RICHMOND</u>	<u>ATKINSON</u>
Printed	29.7%	29.2%	32.0%	34.9%	32.8%
Loose	29.7	39.6	26.8	31.6	31.0
Case Display	19.8	10.4	14.4	18.4	17.2
Do not use	<u>20.9</u>	<u>20.8</u>	<u>26.8</u>	<u>15.1</u>	<u>19.0</u>
Total obs.	91	48	153	304	58

	<u>BACON</u>	<u>BRYAN</u>	<u>BULLOCH</u>	<u>CANDLER</u>	<u>CHATHAM</u>
Printed	25.5%	32.3%	26.2%	23.3%	30.6%
Loose	38.3	37.1	24.6	38.3	32.9
Case Display	21.3	12.9	21.5	15.0	15.7
Do not use	<u>14.9</u>	<u>17.7</u>	<u>27.7</u>	<u>23.3</u>	<u>20.9</u>
Total obs.	47	62	130	60	350

	<u>GLYNN</u>	<u>LIBERTY</u>
Printed	13.6%	34.3%
Loose	38.2	31.4
Case Display	21.8	19.1
Do not use	<u>26.4</u>	<u>15.2</u>
Total obs.	220	204

Table 41. Q16, County. Would finding cracked eggs after purchase make you want to buy eggs elsewhere the next time? ($P \leq 0.0001$).

	<u>FULTON</u>	<u>GWINNETT</u>	<u>ELBERT</u>	<u>BARROW</u>	<u>CLARKE</u>	<u>HOUSTON(W.R.)</u>
Yes	33.0%	28.1%	35.2%	30.9%	21.6%	26.6%
No	45.2	52.7	48.4	46.6	54.3	51.6
Sometimes	<u>21.7</u>	<u>19.1</u>	<u>16.4</u>	<u>22.5</u>	<u>24.1</u>	<u>21.8</u>
Total obs.	115	256	219	191	116	248

	<u>HOUSTON(P.)</u>	<u>LAMAR</u>	<u>MCDUFFIE</u>	<u>RICHMOND</u>	<u>ATKINSON</u>
Yes	28.1%	30.6%	33.6%	39.2%	36.7%
No	47.9	59.2	52.6	45.6	48.3
Sometimes	<u>24.0</u>	<u>10.2</u>	<u>13.8</u>	<u>15.2</u>	<u>15.0</u>
Total obs.	96	49	152	309	60

	<u>BACON</u>	<u>BRYAN</u>	<u>BULLOCH</u>	<u>CANDLER</u>	<u>CHATHAM</u>
Yes	36.2%	48.4%	42.0%	48.3%	36.0%
No	38.3	22.6	39.7	40.0	41.9
Sometimes	<u>25.5</u>	<u>29.0</u>	<u>18.3</u>	<u>11.7</u>	<u>22.1</u>
Total obs.	47	62	131	60	358

	<u>GLYNN</u>	<u>LIBERTY</u>
Yes	27.5%	27.2%
No	51.9	56.3
Sometimes	<u>20.6</u>	<u>16.5</u>
Total obs.	233	206



APPENDIX F.

Cost comparison between eggs versus
meat or milk (for question 4)

Eggs:1

$\$0.72/\text{dozen} = \$0.06/\text{egg};$
56 grams/egg x 89% egg without shell = 49.8 gr. egg
contents
13.8% protein/egg without shell
49.8 gr. egg contents x 13.8% protein = 6.88 =
6.9 gr. protein/egg contents
 $\frac{\$0.06}{6.9 \text{ gr.}} = 0.87 \text{ cents/gram protein}$

Meat:

Cost of 3 oz. cooked rump roast or round steak = \$0.67
(\$3.57/lb.)
25 gr. protein/3 oz. lean meat
 $\frac{\$0.67}{25 \text{ gr.}} = 2.68 \text{ cents/gram protein}$

Milk:

7.3 gram protein/cup
\$2.20 gallon Milk
16 cups/gallon
 $\frac{\$2.20}{16} = 13.8 \text{ cents/cup}$
 $\frac{13.8 \text{ cents}}{7.3 \text{ gram}} = \frac{1.89 \text{ cents}}{\text{gram protein}}$

¹ Also see Nutrient Density and the Egg, from the AEB/UEP/CEMA
Egg Nutrition Center, 2501 "M" Street N.W., Washington, D.C.
20037, (202) 833-8850.